

 *Solutions For*  *Sales*

This is a description of the process and objectives of "Solutions For Sales" workshop, followed by some questions for consideration.

As you well know, major sales have several features that distinguish them from regular sales:

- Long sales cycle (numerous meetings, over a relatively long period of time).
- The prospect must consult with (and convince) others, prior to making the decision.
- Significant debates about the purchasing considerations occur between the meetings, when the salesperson is not present.
- On top of that a major sale means a major decision – if the decision is wrong, this also means a major mistake – one that cannot be easily overlooked or hidden.

These characteristics place ample challenges for the salesperson who must significantly enhance the value of the offer in the eyes of the prospects and provide them with the ability to convince other decision makers in their organization. In major sales enhancing the value of the offer is not simple at all since describing the product and its advantages too soon or trying to close the deal too early substantially deteriorate the chances of closing the deal.

The "Solutions For Sales" workshop is designed to meet these challenges. It was conceived, a year and a half ago, as an integration of known selling techniques together with the thinking and buy-in processes of the Theory Of Constraints. The "Solutions For Sale" application has been given to 15 organizations around the world, all report high return on investment.

The workshop focuses on **building a presentation of an offer to a specific prospect(s)** using the methodologies mentioned above. Analyzing and deciding how to present:

- The problems of the prospect and their consequences (preferably on bottom line) that the offer solves.
- The required direction for a solution and the criteria to evaluate it which serves as a bridge to present the offer.
- The way the offer is the solution to the prospect's problems.
- The way to overcome obstacles preventing the advancement of the sale process (obtaining a commitment to proceed).

**The process is learned to the point that a presentation is ready and the participants have practiced delivering it several times.**

An important point that must be taken into consideration:

This is a SALES application - not MARKETING. It does not focus on creating an offer that will have a competitive edge; deciding which markets should be approached; how to deal with competitors etc. The sales application is

focused on the way to present an (already decided upon) offer to a prospect so that they will see its value and decide to purchase. The starting point is that the prospect knows who we are and is willing to listen to us (if this is not the case then you might need a solution for your Marketing efforts). When considering the "Solutions For Sales" application one should examine if there is a problem in Sales not Marketing.

In order to decide whether the "Solutions For Sales" application is appropriate for your organization, consider these questions:

Are you or your sales-people struggle when presenting offers as solutions to prospect's problems?

Do you have problems proceeding with the sales process after the first meeting with the prospect took place?

Do your sales-people know how to approach and present a NEW offer to the prospect?

Logistics:

The workshop is designed to take 3 days. The number of participants is less important than the number of presentations worked on. Optimally we work on no more than 3-5 presentations (more than that will compromise scope).

### Workshop Timeline

#### **1. What is a sale?**

1.1 Characteristics of a major sale.

1.2 Practical Approach to Major Sales.

1.3 Sales cycle.

#### **2. Analysis of current status.**

2.1 Identifying the prospect.

2.2 Analyzing the prospect's problems.

Role-playing: Introduction and prospect's problems.

2.3 Identifying the prospect's core business problem.

## *Day 1*

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Role-playing: Presenting the business core problem and its implications.

2.4 Building the bridge from the problem to the solution.

Role-playing: Presenting the criteria for any solution.

#### **3. Building the presentation of the offer's features.**

3.1 Identifying key advantage features.

3.2 Identifying prospect's potential blockages and how to surpass them.

## *Day 2*

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Role-playing: Presenting the entire offer.

#### **4. Obtaining commitment.**

4.1 Identifying "the most likely next step".

4.2 Deciding how to obtain commitment for the next step.

Role playing: Presenting the entire offer.

## *Day 3*